



*Training Course:  
Mastering Talent Acquisition: A Training  
Program for General Managers*

*15 - 19 June 2026  
Casablanca (Morocco)*

# Training Course: Mastering Talent Acquisition: A Training Program for General Managers

Training Course code: LS235096 From: 15 - 19 June 2026 Venue: Casablanca (Morocco) - Training Course Fees: 4725 € Euro

## Introduction

Welcome to the "Mastering Talent Acquisition" training program for General Managers. In today's competitive business landscape, an organization's success hinges upon its ability to attract and retain top talent. As a General Manager, your role is pivotal in ensuring that your organization can secure the right people with the right skills to drive growth and innovation.

Talent acquisition is not merely about filling vacant positions; it is a strategic process that requires a deep understanding of the current job market, effective recruitment strategies, conducting successful interviews, and building a strong employer brand. This comprehensive training program aims to equip you with the knowledge and tools necessary to excel in talent acquisition and create a high-performing workforce that aligns with your organization's goals.

## Objectives

By the end of this training program, you will:

- **Understand Talent Acquisition:** Grasp the significance of talent acquisition in achieving organizational success and how it aligns with overall business strategy.
- **Analyze the Current Job Market:** Identify emerging trends, challenges, and opportunities in the job market to inform talent acquisition strategies.
- **Craft Compelling Job Descriptions:** Develop clear and attractive job postings that resonate with potential candidates and communicate the expectations for each role.
- **Leverage Employer Branding:** Build a compelling employer value proposition EVP and use employer branding to attract top talent and enhance the organization's reputation.
- **Implement Effective Recruitment Strategies:** Utilize diverse recruitment channels and innovative technologies to source the best candidates for your organization.
- **Conduct Successful Interviews:** Master interview techniques that focus on assessing candidate competencies and fit for the organization.
- **Mitigate Bias in Talent Acquisition:** Recognize and address unconscious biases that could impact the fairness of the recruitment process.
- **Facilitate Onboarding and Integration:** Create a structured onboarding process to ensure a smooth transition for new hires and promote early engagement.
- **Develop Employee Retention Strategies:** Identify factors contributing to turnover and implement initiatives to retain valuable talent.

- Foster Talent Development and Career Growth: Cultivate a culture of continuous learning, providing opportunities for professional development and advancement.

## Target Audience

This training program is designed specifically for General Managers and executives with hiring and people management responsibilities within their organizations. Whether you are new to talent acquisition or seeking to enhance your existing skills, this program will provide you with valuable insights and practical tools to excel in attracting, recruiting, and retaining top talent.

## outline

### Day 1:

#### Understanding Talent Acquisition and Workforce Planning

##### Session 1:

- Introduction to Talent Acquisition
  - Importance and impact on organizational success
  - The role of talent acquisition in business strategy

##### Session 2:

- Analyzing the Current Job Market
  - Identifying trends, challenges, and opportunities in the job market
  - Understanding the implications for talent acquisition

##### Session 3:

- Workforce Planning and Talent Needs Assessment
  - Conducting a skills gap analysis
  - Forecasting talent requirements for different roles

### Day 2:

#### Crafting Compelling Job Descriptions and Leveraging Employer Branding

##### Session 4:

- Writing Effective Job Descriptions
  - Creating clear, concise, and compelling job postings
  - Highlighting key responsibilities and requirements

Session 5:

- Defining Key Competencies for Each Role
  - Identifying the essential skills, experience, and qualities required
  - Aligning competencies with organizational goals and values

Session 6:

- Employer Branding Strategies
  - Building a strong employer value proposition EVP
  - Leveraging employer branding to attract top talent

Day 3:

Effective Recruitment Strategies and Candidate Evaluation

Session 7:

- Sourcing Talent and Recruitment Channels
  - Exploring various recruitment channels job boards, social media, referrals, etc.
  - Understanding the pros and cons of each channel

Session 8:

- Building a Diverse Candidate Pool
  - Strategies for promoting diversity and inclusion in the recruitment process
  - The importance of diverse perspectives in the workforce

Session 9:

- Leveraging Technology in Talent Acquisition
  - Utilizing Applicant Tracking Systems ATS and AI-powered tools

- Streamlining the recruitment process and enhancing candidate experience

#### Day 4:

#### Conducting Successful Interviews and Mitigating Bias

##### Session 10:

- Interview Techniques and Strategies
  - Behavioral-based interviewing: Implementing the STAR method
  - Competency-based interviews: Linking candidate skills to job requirements

##### Session 11:

- Interviewer Training and Consistency
  - Ensuring fair and unbiased interview practices
  - Conducting mock interviews and providing feedback

##### Session 12:

- Mitigating Bias in Talent Acquisition
  - Recognizing and addressing common biases in the interview process
  - Creating an inclusive and equitable hiring process

#### Day 5:

#### Onboarding, Retention, and Talent Development

##### Session 13:

- Onboarding and Integration
  - Creating a structured and effective onboarding process
  - Welcoming new hires and facilitating their integration into the organization

##### Session 14:

- Employee Retention Strategies
  - Identifying factors that contribute to employee turnover

- Implementing retention initiatives and fostering employee loyalty

Session 15:

- Talent Development and Career Growth
  - Creating a culture of continuous learning and professional development
  - Providing opportunities for career advancement within the organization

## Registration form on the Training Course: Mastering Talent Acquisition: A Training Program for General Managers

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Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

### Delegate Information

Full Name (Mr / Ms / Dr / Eng): .....  
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 Personal E-Mail: .....  
 Official E-Mail: .....

### Company Information

Company Name: .....  
 Address: .....  
 City / Country: .....

### Person Responsible for Training and Development

Full Name (Mr / Ms / Dr / Eng): .....  
 Position: .....  
 Telephone / Mobile: .....  
 Personal E-Mail: .....  
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### Payment Method

- Please find enclosed a cheque made payable to Global Horizon
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### Easy Ways To Register

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